

BODY IMAGE, NEED TO BELONG, AND SELF-DISCLOSURE AS PREDICTORS OF SUBJECTIVE WELL-BEING IN TEENAGERS USING INSTAGRAM SOCIAL MEDIA

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ABSTRACT

This research aims to examine body image, the need to belong, and self-disclosure as predictors of subjective well-being in adolescents. Based on a literature review conducted on teenagers who use the social media Instagram, they have the desire to gain happiness within themselves subjectively. Predictors of well-being among teenagers who use Instagram are the urge to show a good body shape, the need to belong, and self-disclosure. The sampling method used was purposive sampling, namely teenagers in general but daily use the social media Instagram. The number of participants obtained was 300 people, teenagers, with the result that body image, the need to belong, and self-disclosure have a significant role in subjective well-being. The role with the greatest value is obtained from the need to belong variable with a significant positive role and a value of $\beta = 0.477$ and an overall value of $R^2 = 0.564$. Positive influence can be interpreted as when the need to belong increases, it will increase well-being.

Keywords: Teenage Instagram users, Body Image, Need to Belong, Self Disclosure, Subjective Well Being

Introduction

Today's information technology is increasingly accelerating and developing, without exception, especially social media (Afrizal, 2020). Various activities can be carried out by individuals easily so that this can help their lives, such as by using several social media sites that are worldwide (Agianto et al., 2020). The types of social media are increasingly diverse and almost all individuals have social media accounts (Fitri et al., 2021). According to (Agianto et al., 2020), social media itself is a form of online platform that individuals use to communicate and connect both near and far without any restrictions.

Social media has the advantage of being able to improve relationships between one person and another, provide unlimited information, and prepare for the need for peer, social, and emotional support (Andini, 2020). Apart from that, social media is also used to upload various activities through photos, videos, or interesting writings that are carried out or to simply see someone's life (Marsya et al., 2022). Therefore, each social media will certainly have a purpose in terms of sharing life moments, ideas, and life experiences for each individual (Agianto et al., 2020). The list of social media users is certainly increasing and increasing from year to year (Nasution, 2020).

Based on Goodstats Indonesia data as of June 2023, it is predicted that 78.5% of internet users will use one social media account and this is predicted to continue to increase every year. According to the latest data from the Ministry of Communication and Information of the Republic of Indonesia (Kominfo, 2017), the largest number of social media users come from those aged 20 - 29 years, which is considered early adulthood. Reporting data on GoodStats as of January 2023, there are 167 million social media users, or around 60.4% of the total population of 276.4 million in Indonesia. Moreover, GoodStats report data also explains that the number of social media users will increase by 2.75% compared to data on social media users in 2022.

It was further explained from GoodStats Indonesia data in July 2023 that Instagram is one of the social media that is currently popular, this is proven by the number of active Instagram users in Indonesia reaching 89.16 million or the equivalent of 32.3% of the world's population which is estimated to continue increase. Therefore, Indonesia is ranked fourth as the country with the highest number of Instagram users in the world after India, the United States, and Brazil. More than that, GoodStats Indonesia data in July 2023 also explains that Indonesia is also in fourth place as the country with the longest Instagram users in the world with an average of 15.4 hours per month or around 924 minutes, where the average Instagram user in the world of 12 hours per month. GoodStats Indonesia data also shows that the percentage of Instagram users in 2023 will be dominated by the 20 -24-year age group at 30.8% and followed by the 25 - 34-year age group at 30.3%. According to CNN Indonesia News on February 25, 2023, it was noted that Instagram users are most likely to interact through content in the middle of the day during working hours.

The social media application in the form of Instagram was launched in 2010 (Nugraha et al., 2023). Explained that Instagram is a social media application where individuals can provide content to anyone in the form of photos or videos (Wijaya & Firmanto, 2021). In using Instagram, individuals can engage in interactions such as becoming followers, and communicate such as sharing likes or making comments (Aristantya & Helmi, 2019). Apart from that, Instagram is also a means for individuals to be able to upload videos or photos by adding short text (caption) as they wish intending to gain appreciation from fellow Instagram users in the form of likes (Hardika et al., 2019). The current update to Instagram is the emergence of IGTV features, Instagram stories, direct messages with various backgrounds, and so on (Agianto et al., 2020).

The research results of Hardika et al. (2019) said Instagram is a social media where individuals tend to want attention and praise when accessing the application. This can be caused by individuals starting to make efforts to present the best appearance of themselves when other people watch or see them on Instagram, whereas in the real world, their true nature will be visible (Agustina & Yazid, 2021). Therefore, individuals

will tend to be more selective because they will present themselves so that individuals will focus on showing positive things (Panjaitan & Rahmasari, 2021).

It is further said that individuals also take biased representations of other users' lives that are more perfect and in the end will only appear the appearance of success and pleasure that is believed online in real life (Wijaya & Firmanto, 2021). Individuals can start comparing their personal lives with other people's, resulting in a feelings of dissatisfaction and unhappiness (Indrawati, 2021). According to self-comparing behavior can hurt conditions of subjective well-being. Subjective well-being itself is a positive and good assessment of life, or someone can be said to have well-being if they experience life satisfaction and happiness, and rarely experience unpleasant sad emotions such as sadness or anger (Pradana, 2021).

Diener (2015) explained that subjective well-being is one of the concepts of positive psychology which is the actualization of an individual's efforts in providing assessments and evaluations of their life, both cognitive evaluations, namely overall individual life satisfaction or certain domains, as well as affective evaluations related to feelings. Positive affect is composed of various positive emotions such as happiness, while negative affect is composed of emotions such as feelings of sadness and anger (Safarina, 2017). It can be said that individuals who have high subjective well-being will feel satisfaction and happiness, so that positive emotions emerge and vice versa, if individuals have low subjective well-being they will feel dissatisfaction and unhappiness, so that negative emotions appear in their lives (Manurung, 2023). It is further said that high subjective well-being is closely related to good bodily health, such as long life, good adjustment, good quality social relationships, and ideal mental health. The individual's success in achieving this in early adulthood will focus on happiness for the next stage.

The period of transition from adolescence to adulthood is also called early adulthood, which is a period that needs attention because it can be an important phase of human development (Wardah and Jannah, 2023). Early adulthood is also a period where individuals adapt to new patterns of life in society. Therefore, early adulthood can be a challenge and every early adult individual makes an effort so they can get through it well (Panjaitan & Rahmasari, 2021). The crisis phase faced by early adults, which tends to be long, can influence the individual's low level of well-being (Robinson et al., 2021). The results of research by Wardah and Jannah (2023) regarding the representation of subjective well-being in early adulthood found low conclusions. Research by (Fioravanti et al., 2020) explained that 40 participant subjects who were asked to stop using Instagram social media for one week found higher subjective well-being results compared to women who accessed Instagram. Subjective well-being among social media users can be influenced by several internal factors, namely body image, need to belong, wisdom, self-esteem, and self-disclosure (Sholeha & Ayriza, 2020). Negative body image can be an indicator of subjective well-being due to the emergence of individual

dissatisfaction with body shape it becomes an obstacle for individuals to achieve happiness (Nahlah, 2020).

Body image is a perception of an individual's experience of body shape, body weight, and behavior which ultimately leads to an evaluation of the individual's physical appearance (Andini, 2020). There are five aspects of body image, namely appearance evaluation, appearance orientation, body area satisfaction, individual anxiety about body weight (overweight preoccupation), and self-classification. weight). A person's level of happiness can be measured or reviewed by looking at his or her satisfaction (Seligman, 2020).

Individuals with a negative body image will have feelings of worry if there is a change in their body shape, feelings of anxiety appear when other people make judgments, and fear of not being accepted in a group. More than that, individuals with a positive body image can appreciate and accept their bodies, but individuals with a negative body image are unable to accept changes in their bodies (Purbaningtyas & Satwika, 2021) It can be said that if there is a feeling of satisfaction with an individual's physical condition, a positive assessment will emerge. Likewise, if there is a feeling of dissatisfaction with an individual's physical condition, a negative assessment of body image will emerge.

The next predictor, namely the desire to interact and relate, is a basic human need, this is called the need to belong, namely, the basic human need to be accepted, feel like a member of a group, and correlate with other individuals. Maslow (Schultz, 1981) explains that the need for esteem develops when individuals feel loved and have a sense of belonging.

The need to belong acts as a personal motivation to obtain quality relationships that improve personal well-being (Leibovich et al., 2018). So, when individuals have a high level of need to belong, the higher their motivation to be in a group, and they can react badly when they do not get accepted. Someone with a need to belong level who requires more effort to fulfill relationship satisfaction. Not only that, the relationship they have must also have a proportional effect on this fulfillment, and protect them from negative effects such as depression and anxiety (Pillow et al., 2015). Apart from determining motivation to obtain social relationships, the level of need to belong also influences the desire for intimacy of different individuals.

The next predictor is the desire or encouragement of individuals to present themselves on social media by uploading various activities of their daily lives, known as self-disclosure. Self-disclosure according to Jourard is talking about oneself to another person so that the person can find out what one's thoughts, feelings or desires are. Self-disclosure also occurs when someone provides personal information about themselves to others, with one of the intentions being to obtain help, support, or achieve social control. The effect of self-disclosure itself can reduce the stress felt by individuals, this is

related to two mechanisms, namely venting negative feelings which will later bring feelings of relief.

The effects of these negative feelings can be reduced when these feelings are expressed or told to other people. (Lazarus & Folkman, 1984) stated that self-disclosure is considered part of Emotion Focused Coping (EFC). EFC is a problem-solving strategy that focuses on emotional aspects, where individuals direct and manage emotional responses to stressful situations. Through the act of self-disclosure, individuals can access resources from others, such as emotional support or practical help (Zhang, 2017)

In expressing themselves, individuals can talk about the problems or stress they are experiencing and can receive responses, information, suggestions, and support from other people. Meanwhile, teenagers tend to be in groups with peers (peer groups), allowing them to share experiences and express themselves when facing stress. A person's self-disclosure activities can also influence the level of interpersonal relationships between individuals and other people.

Some individuals tend to openly provide information about themselves to anyone, so it can be categorized as over-disclosure. On the other hand, some individuals are more closed, and rarely talk about things about themselves to other people or what can be called under-disclosure (Meifilina, 2021). In everyday life, people generally do self-disclosure with friends or relatives face to face. However, with the shift in the form of communication between individuals via social media, self-disclosure is also commonly carried out by individuals, including teenagers, via social media, namely Instagram. Based on this, research was conducted to find factors that have a more significant influence on predicting subjective well-being in teenage Instagram media users. The factors compared are body image, the need to belong, and self-disclosure.

Research Method

This research was carried out by taking online questionnaires from teenage Instagram users which was carried out in the period 23 October to 12 November 2023. The data collection technique used to obtain the sample in this study was a non-probability sampling technique because there were age and status restrictions. limiting criteria in research, as well as using purposive sampling based on consideration of the objectives of obtaining the characteristics of research participants. Meanwhile, the method used in this research is linear regression.

Table 1 Demographic data of research participants

Demographics	Frequency	Percentage
Gender	Man	41
	Woman	59

Demographics			Frequency	Percentage
Total			300	100
Instagram Frequency	Playing	2-3 hours a day	58	19,33
		4-5 hours a day	73	24,33
		> 5 hours a day	169	56,33
Total			300	100

Result and Discussion

Body image is an individual's experience regarding the view of the individual's body shape and behavior related to their physical appearance. The body image measuring tool is an adaptation of the Multidimensional Body-Self Relations Questionnaire (MBSRQ) created by Cash (2000). The instrument has been developed and translated by Khairani et al. (2019). The statement items use a Likert scale with an interval of one to four, consisting of "1 = STS (Strongly Disagree), 2 = TS (Disagree), 3 = (Agree), and 4 = SS (Strongly Agree)". The measuring tool for the body image variable consists of 9 items with two dimensions, namely the dimensions of appearance evaluation and satisfaction with appearance.

The results of the reliability test aim to determine Cronbach's alpha coefficient value for each dimension of the body image measuring instrument. The initial and final Cronbach's alpha value for the appearance evaluation dimension is 0.877. The initial and final Cronbach's alpha values for the dimension of satisfaction with appearance were 0.887. The overall results of the 9 statements have a corrected item-total correlation value above 0.2, so there are no items that need to be discarded. All statement items can be said to be valid and reliable. Clearer reliability and validity test results can be seen in Table 2.

Table 2. Body image measurements

Dimension	Item Type	Before grain elimination	After grain elimination	α Cronbach before elimination Grain
Appearance	Positive	0	0	0.877
Evaluation	Negative Items	5	5	

Dimension	Item Type	Before grain elimination	After grain elimination	α Cronbach before elimination Grain
Satisfaction with appearance	Positive	4	4	0.887
	Points	0	0	
	Negative Items			
Total		9	9	

Measurement of the Need to Belong Variable

The need-to-belong variable was measured using the Need-to-Belong Scale instrument (Leary et al., 2013). This measuring tool has 10 items and is divided into two different dimensions, namely the "affiliate with other" dimension and the "social acceptance" dimension. The 10 need-to-belong items are divided into 7 favorable statements and 3 unfavorable statements. A Likert measurement scale consisting of 5 points was used, with information, namely scale 1 (Strongly disagree); 2 (Disagree); 3 (Fairly Agree); 4 (Agree); 5 (Strongly Agree). For detailed details of the NTBS measuring instrument, see the NTBS measuring instrument blueprint (see Table 3.3, attachment 2b).

The affiliation with other dimensions consists of 6 items and aims to measure a person's need to connect with other people. An example of a favorable item in this dimension is "I need to feel that there are people I can go to when needed". Meanwhile, an example of an unfavorable item in this dimension is "For me being apart from my friends for a long time is not a problem". Cronbach's alpha obtained in this dimension was 0.752.

The second dimension of this measuring instrument is social acceptance, which measures how a person needs to be accepted by other people in a social environment. This dimension has 4 items with an example of the favorable item "I try not to do things that will make other people avoid or reject me". Meanwhile, the unfavorable item in this dimension is "If it feels like other people don't accept me, I don't let it bother me." Cronbach's alpha obtained in the social acceptance dimension was 0.771 so there was no reduction in items in this dimension. A summary of the reliability and validity tests can be seen in Table 3.

Table 3. Need to Belong Measurement

Dimension	Favorable Items	Unfavorable Grain	Sum	Cronbach alpha
<i>affiliate with other</i>	4, 6, 8, 9	3, 7	10	0.752
<i>social acceptance</i>	2, 5, 10	1		0.771

Measurement of Self-Disclosure Variables

Self-disclosure measurement can be done using the Revised Self-Disclosure Scale (RSDS) developed by Wheelless (1978). This scale consists of 31 items covering five main dimensions, namely: Intent, where this dimension includes consideration of the reasons or goals behind self-disclosure actions. The amount measures the extent to which a person tends to reveal a lot of information about himself. Positive-negative, assessing the extent to which the content of self-disclosure is optimistic. Depth-intimacy, which reflects the extent to which self-disclosure includes in-depth or personal information. Honest-Accuracy is a dimension that evaluates the level of honesty and accuracy in self-disclosure.

Through these five dimensions, RSDS provides a more comprehensive picture of various aspects of self-disclosure, helping in analyzing motivation, quantity, positive or negative traits, depth, and accuracy of a person's self-disclosure. A summary of the reliability and validity tests can be seen in Table 4.

Table 4. Self Disclosure Measurement

Dimension	Item Type	Before grain elimination	After grain elimination	α Cronbach
Intent	Positive	4	4	0.789
	Negative	2	2	
Amount	Positive	4	4	0.812
	Negative	0	0	
Positive negative	Positive	6	6	0.814
	Negative	0	0	
Depth intimacy	Positive	2	2	0.771
	Negative	3	3	
Honesty Accuracy	Positive	4	4	0.767
	Negative	0	0	
Total		25	25	

Measurement of Subjective Well-Being Variables

Diener (2006) explains that subjective well-being is a whole type of evaluation in life, both positive and negative, for example, life and work satisfaction, involvement and interest, as well as affective reactions to happy and sad events. The subjective well-being variable is divided into three dimensions, namely positive affect, negative affect, and global life satisfaction. The subjective well-being measuring tool consists of 49 statement items. The statement items use a Likert scale with an interval of one to four, consisting of "1 = TP (Never), 2 = TS (Rarely), 3 = (Often), and 4 = SS (Always)".

The reliability test results aim to determine the value of Cronbach's alpha coefficient for each dimension of the subjective well-being measuring instrument. The initial and final Cronbach's alpha values for the positive affect dimension were 0.922. The initial and final Cronbach's alpha values for the negative affect dimension were 0.924. The initial and final Cronbach's alpha values for the global life satisfaction dimension were 0.834. The overall results of the 49 statements have a corrected item-total correlation value above 0.2, so there are no items that need to be discarded. All statement items can be said to be valid and reliable. Clearer reliability and validity test results can be seen in Table 5.

Table 5. Subjective Well Being Measurement

Dimension	Item Type	Before grain elimination	After grain elimination	α Cronbach
<i>Positive Affect</i>	Positive Points	22	22	0.922
	Negative Items	0	0	
<i>Negative Affect</i>	Positive Points			0.924
	Negative Items	22	22	
<i>Global Life Satisfaction</i>	Positive Points	5	5	0.834
	Negative Items	0	0	
Total		49	49	

Test the Role of Body Image, Need to Belong, Self Disclosure on Subjective Well-being

Based on the data obtained, a role test was carried out between the variables of body image, need to belong, and self-disclosure on subjective well-being. From data analysis using linear regression (normal data) and processed simultaneously, the results obtained for the coefficient of determination $R^2 = 0.564$. This also shows that 56.4% of the contribution of body image, need to belong, and self-disclosure to subjective well-being while the rest is influenced by other factors.

Furthermore, from the regression analysis, it can also be observed that the value of $F = 88.898$ and $p = 0.000 < 0.05$ means that there is a role of body image, need to belong, and self-disclosure in subjective well-being. Furthermore, from the regression analysis, it can also be seen which variables most influence subjective well-being. The next thing is that the partial role can be seen in the standardized coefficients (Beta) value. Where the role of each independent variable can be seen, the complete results can be seen in Table 6.

Table 6. Regression Result

Independent Variable	R ²	F	p	β	p
Appearance Evaluation	0.564	88.898	0.000	-0.321	0.000
Satisfaction with appearance				0.235	0.000
Need to belong				0.477	0.000
Self Disclosure				-0.203	0.039

DV: subjective well being

Conclusion

Based on data analysis carried out on 300 participants, the results showed that body image, need to belong, and self-disclosure had a significant influence on subjective well-being. However, partially the need to belong is the factor that has the most significant influence and can increase subjective well-being, while the appearance evaluation factor can be the factor that reduces subjective well-being the most significant.

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